C2710-1

$1.25 a copy; $55 a year

Monday, July 22, 1985

# Advertising Age

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# Fiber cereals in bran(d) shootout

**None of the 25** cereals pictured in this ad stack up to the fiber content in General Mills' NutraSweet-sweetened Fiber One, claim ads via J. Walter Thompson USA, Chicago.

## Reagan news primes market

By JULIE FRANZ and NANCY GIGES

Three major cereal marketers are bringing out new high-fiber products just as President Reagan's recently diagnosed colon cancer has refocused attention on the possible health benefits of a high-fiber diet.

Although many accounts of the president's condition included the National Cancer Institute's recommendation that a high-fiber/low-fat diet can help prevent such cancer, General Mills, General Foods and Kellogg say they will not try to capitalize.

While the cereal marketers run their discreet ad messages, Warner-Lambert, marketer of Early Detector self-examination kits used in the detection of colon cancer, ran its ad headlined "You've been hearing a lot about colorectal cancer." Other marketers of in-home tests said they would be doing more promotion, as will the American Cancer Society. *(See story on Page 62).*

General Mills, Minneapolis, is entering the fiber frenzy by starting its national rollout of its Fiber One entry (AA, July 15).

Archrival General Foods Corp., White Plains, N.Y., is introducing two new varieties of its Fruit & Fibre cereal.

Meanwhile, sources say, cereal-market leader Kellogg Co., Battle Creek, Mich., is poised to roll national with Extra Fiber All-Bran, currently testing in upstate New York and other markets (AA, March 18).

All the companies said that the president's new health problem would not lead them to change advertising content or schedules for the products.

"The president's health is a personal issue, and we intend to respect the personal nature of his health," said a Kellogg spokesman. The company said the budget for its controversial All-Bran campaign, promoting the cereal as useful in a cancer-prevention diet (AA, Oct. 29, *et seq.*), had been set and will not be altered.

Because General Foods is focusing advertising for its

*(Continued on Page 62)*

# Missing ingredients in 'new' Coke's research

By JACK HONOMICHL

*Coca-Cola is the "sublimated essence of all America stands for—a decent thing, honestly made, universally distributed, conscientiously improved with the years." Statement attributed to the late William Allen White, Pulitzer Prize-winning editor of the* Emporia *(Kan.)* Gazette, *in 1938.*

This quote gets considerable lip service inside Coca-Cola Co. Its public relations department writes it into speeches for Brian Dyson, president of Coca-Cola USA, the company's domestic division, and it was the inspiration for the code name "Kansas," which was used internally to designate the secret Coca-Cola reformulation program headed by Jack Carew, director of new-product development.

Beyond lip service, it is becoming increasingly evident that many key marketing executives at Atlanta-based Coca-Cola Co. didn't appreciate the essence of Mr. White's statement.

Instead, they took a naive view that Coca-Cola was simply a thirst-quenching liquid—petiod.

Just look at the much-vaunted research program that led to Coke's reformulation. Over a period of about 2½ years, there were—as has been widely reported in the press—about 180,000 to 200,000 blind taste-tests done, pitting three or more "new" Coca-Cola recipes against "old" Coca-Cola, as well as archrival Pepsi-Cola.

But, according to Roy Stout, senior vp-marketing research at Coca-Cola USA, only 30,000 to 40,000 of these involved the specific

*(Continued on Page 58)*

# Pepsi takes 2nd shot at Coca-Cola's switch

By NANCY GIGES

Pepsi-Cola couldn't resist the temptation to poke more fun at Coke in new advertising, even though Roger Enrico, president of Pepsi-Cola USA, said just days ago he had no intention of doing so.

**Coke outpoints Pepsi in ad awareness. AdWatch, P. 6. Researchers react to Coke's flip-flop. P. 58.**

The new spot, put together in days, began airing July 17. It features the same character named Wilbur who appeared in an earlier spot teasing new Coke. This one creates confusion about Coca-Cola's decision to restore its original flavor of Coke under the Coca-Cola Classic brand name.

In the new spot, Wilbur goes to a fountain and asks for a Coke. The counterman asks, "Which one?" When Wilbur replies, "Just a Coke," the counterman says, "There's lotsa them. See, the old Coke is the old Coke before it became the new Coke. The new Coke is the one that used to be your old Coke, which became your new improved Coke. Except for your Classic Coke, which is really the old Coke, but that's your new Coke. Know what I mean?"

Wilbur tells the counterman to give him the one he likes best. And, of course, the counterman pulls out a Pepsi. The spot closes with "Now more than ever. The choice of a new generation."

Philip Dusenberry, vice-chairman and executive creative director of BBDO, which handles Pepsi, said the spot really talks to the issue at hand. "We wanted to remind people of the confusion," he said, but added this will be Pepsi's last lighthearted gibe at its rival. "We really want to get back to our own game plan, to the likable, enjoyable, award-win-

*(Continued on Page 58)*

## Last Minute News

### PM flies with new Concord smoke

NEW YORK—Philip Morris USA will put a new twist into the cigaret market Aug. 5 when it introduces Concord, a king-size cigaret with the industry's first variable tar filter. The new smoke's twist-filter regulates the cigaret's tar delivery (AA, Jan. 7). Coupon promotion and heavy advertising are planned. Leo Burnett USA handles.

### Riedy leaves Beatrice; Orlane for sale?

CHICAGO—Beatrice Cos. senior vp-director, corporate strategy William Riedy has resigned. Mr. Riedy, chief architect of the company's plan to become the world's premier consumer products marketer, left after what

*(Continued on Page 8)*

# Smoke ads stunted

## Marketers head for great outdoors

By WILLIAM F. GLOEDE

The tobacco industry is cutting advertising spending in the face of flat sales and the specter of a long-term decline in cigaret smoking.

According to ADVERTISING AGE estimates based on projections from the tobacco and media industries, total estimated spending by tobacco companies on cigaret advertising declined 4.5% in the first quarter of 1985, to $160 million, compared with $168.2 million in the same period last year.

At the same time, according to the estimates, several tobacco companies are shifting dollars away from print and into out-of-home media. This is no great surprise for magazines and newspapers, because they have seen tobacco-advertising revenue fall precipitously from the unprecedented levels achieved in the early 1980s, when tobacco marketers were conducting open warfare on the new-product front.

AD AGE estimates magazine spending by the tobacco marketers was down 6.5% in the first quarter of '84, to $84.7 million.

Newspapers suffered a 42% decline in the same period, to $20.1 million.

Outdoor advertising, however, is booming. Cigaret spending there increased 30.3%, to $55.9 mil-

*(Continued on Page 54)*

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

## Class glass

Waterford Glass' first concerted effort from new agency Ammirati & Puris continues the Irish imports' upscale image but in a more visual medium. Print ads breaking next month blend a sense of traditional value, Continental style and heirloom quality in photographs rather than poetic copy. *(See story on Page 57.)*

# Douglas in wings for Miller's FTC job

By STEVEN W. COLFORD

WASHINGTON—The White House nomination of Federal Trade Commission chairman James Miller III last week to succeed David Stockman at the Office of Management & Budget was expected to move commissioner George Douglas into the FTC's top slot on an interim basis, according to government and industry sources.

Despite his earlier vaguely announced plans to leave the commission in September, Mr. Douglas, according to a wide range of sources, was to be asked by chairman Miller and the White House to stay on for a time.

That shuffle would preclude the need for the White House to find two FTC replacements—for Messrs. Miller and Douglas—in a short period of time. It would also represent a dimming of the political star of commissioner Terry Calvani, a Republican heretofore thought to be the most likely successor to Mr. Miller.

Though the Douglas elevation would be surprising for two reasons—his previously announced departure plans and his Democratic affiliation—it also seems natural, given Mr. Douglas' close personal and philosophical union with Mr. Miller.

Both are economists by training, and they have virtually identical voting records at the commission. They preach the same deregulatory gospel, and co-authored a 1974 book on the deregulation of the domestic airline industry.

An unknown quantity to advertisers when he arrived in Washington three years ago, Mr. Douglas has pleased the industry in his 32 months on the job through his unflagging support for the policies of Mr. Miller, an unabashed friend of business.

While those deregulatory policies have sparked frequent criticism from consumer groups and Democrats in Congress, they also have allowed advertisers much more latitude, including the possibility of legislation that would grant them a first-ever exemption from the FTC's unfairness rule-making authority.

"I think George Douglas would do a credit-

*(Continued on Page 60)*

# Highlights

**Procter & Gamble** is moving into the $100 million cookie snack-food market, long-dominated by Frito-Lay's Grandma's Cookies, by packaging its Duncan Hines dual-texture cookies in convenience packs. *See Page 4.*

**Bonne Bell** is heading back to school this fall with a "Heather and Tweed" cosmetics collection designed to appeal to teen agers and their older sisters as well. *See Page 10.*

**Western Airlines** will try to recapture what it calls its "historic franchise" in the West with the help of its newly named agency, Dailey & Associates. *See Page 20.*

### CORPORATE CLOSEUP

**Shoppers** at the Best Products catalog showroom in Houston have to pass through a wall of rubble to enter the building. For Best, the largest player in the $10 billion catalog-showroom industry until this year, the rubble might just as easily symbolize its approach to selling name-brand hard goods and jewelry at a discount. *See Page 4.*

### FORUM

**Consultant Jacques Chevron** writes on what it takes to get a buyer wedded to a brand. *See Page 14.*

**Californian-turned-New** Yorker Susan Spillman rebels against stereotyping those from her home state. *See Page 14.*

### INTERNATIONAL

**Tambrands**, which markets Tampax tampons and Maxithins panty shields in the U.S., is about to go head-to-head with rival Johnson & Johnson for a share of Brazil's $85 million feminine-hygiene products market. *See Page 34.*

**The British government** is tackling the growing problem of heroin addiction among young people with a dramatic $2.6 million print and tv campaign on the physical ravages of drug addiction, via London agency Yellowhammer. *See Page 34.*

### DIRECT MARKETING

**To build brand awareness** and build traffic at institutions that issue its traveler's checks, Barclays Bank is sponsoring an "Instant Millionaire" sweepstakes. *See Page 46.*

**When the Mailing List Users** & Suppliers Assn. came into being late in 1983, many who joined believed the Direct Marketing Assn. no longer was concerned with the needs of direct mailers. But one of the group's founders strongly senses an effort on the part of DMA to renew its commitment to direct mail. *See Page 46.*

### COMING THURSDAY

### SPECIAL REPORT

**Newspaper publishers** are facing increasing pressures from national advertisers, readership declines and competitors head-on. Standard advertising units, total market coverage vehicles and new presses are only some of the methods the industry is using to maintain its health.

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Vol. 56, No. 56—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy on Monday, 75¢ a copy on Thursday. $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

## Ads portray 'Big Brother' image

# MCI attacks AT&T

By BRIAN MORAN

MCI Communications Corp. will depict the eerie, chilled grimness of a world without challengers to AT&T as part of an estimated $25 million ad blitz set to begin this week.

In two new tv spots via Ally & Gargano, New York, MCI evokes the stark spirit of Apple Computer's celebrated "1984" commercial in a poke at the supposed drudgery of a long-distance phone market ruled by AT&T.

One spot attacks the sheer volume of ad messages put forth by MCI's giant rival. Reminiscent of a scene in the film "A Clockwork Orange," the spot shows a man forced to sit in front of nine giant tv screens, all spewing different AT&T spots.

"Last year, the public got an estimated 20 billion messages from AT&T," a voiceover says. "To that, MCI says, 'Don't be brainwashed. Every time you see or hear an AT&T message, think of MCI.'"

The other commercial, called "A week in the life of a shopper," is set in a grocery store in an unnamed Eastern European country and pitches MCI as a means of escape from "Big Brother" AT&T. A man visits the store three times to order meat and each time is given fish instead.

"Imagine a country where business faced no competition," the voiceover says. "No competition is what AT&T had with long-distance in America. Now you're free to choose MCI's lower rates and more up-to-date system."

The spots—a departure from MCI's celebrity campaigns featuring Burt Lancaster, Joan Rivers and Merv Griffin—will break this week in a few cities and will be rolled out through MCI's system in the next few weeks. Under MCI's decentralized marketing organiza-

*(Continued on Page 60)*

## Late West Coast news

# Della Femina lands 2 new L.A. accounts

**KCET**, Los Angeles' public tv station, and Mr. Build, the Santa Ana, Cal.-based home remodeling and maintenance chain, both named Della Femina, Travisano & Partners, Los Angeles, as their agency. Combined billings are $2 million. Joining the agency to supervise both accounts is Walter Hagstrom, a former Century 21 International and Wells, Rich, Greene/West executive. He was most recently head of his own agency in Orange County, with Mr. Build as principal client. Former KCET agency was Kresser, Robbins, Los Angeles (now Kresser, Craig). Also new at Della Femina: Betsy Hunter, former vp-management supervisor, Tracy-Locke, Dallas, in a similar post on Carl's Jr., the $12 million fast-food account the agency won last week (AA, July 15).

**Lucky Stores'** automotive division named Shelly-Berman Communicators, Columbus, O., for its $3 million-to-$5 million account, succeeding Bernstein-Rein, Kansas City, following a review. Also competing for the Phoenix-based division of the Dublin, Cal., retailing company were: Admarketing, Los Angeles; WFC, Phoenix, and Wyse Advertising, Cleveland.

**Westin Hotel Co.**, Seattle, named five finalists for its $7 million-to-$10 million account now in review: Incumbent Cole & Weber, Seattle; Dancer Fitzgerald Sample, San Francisco; Ketchum Advertis-

*(Continued on Page 62)*

**Sears, Roebuck pops the question**

Sears, Roebuck & Co. boldly asks women "Who says Sears doesn't rock?" in print ads breaking in August women's magazines that stress Sears' fashion flair. *(See story on Page 59.)*

# Hard-driving GF hikes ad dollars in 'No. 1' plan

By NANCY GIGES

RYE BROOK, N.Y.—Hoping to obtain 85% of revenues from brands in No. 1 positions, General Foods Corp. is boosting ad and promotion spending 20%, to $518 million during its current fiscal year, president Philip Smith says.

Mr. Smith, addressing a press briefing before the company's annual meeting here last week, said GF's revenue-source goal is important to assure retail shelf space for the company's products.

The remaining 15% of revenues would come from products considered unique that could be advertised and would not have to be sold on trade deals, he said.

GF now gets 75% of its revenues from brands holding the top spots in their markets. Four years ago, the figure was only 50%.

The increase in ad and promotional spending for this fiscal year, which began March 31, is more than double last year's 9% increase, Mr. Smith said. The money will be spent across the board, with areas offering growth potential getting special attention.

These areas include Louis Rich turkey products, frozen novelties, desserts, Maxwell House Instant decaffeinated coffee and several other new undisclosed items, he said.

Mr. Smith said GF is making

*(Continued on Page 57)*

# Treasury looking for coin agency

By JANET MEYERS

WASHINGTON—The U.S. Treasury Department has an advertising assignment available that could mean $25 million in business for the winning agency.

The government wants to repeat its successful Olympic coin sales promotion, which raised millions of nontax dollars for the 1984 U.S. Olympics program.

This time it will benefit the Statue of Liberty-Ellis Island restoration program.

The Treasury expects to receive bids from at least 10 agencies by its Aug. 5 due date. The Olympic program drew proposals from only three agencies.

A bill signed into law last week lets the Treasury bypass the government's normal time-consuming contracting rules so that promotion may begin around November. The campaign will last about 13 months.

The Statue of Liberty campaign, similar to the effort mounted by D'Arcy MacManus Masius, New York, for the Olympics, is expected to raise $53 million through coin sales. After advertising and other costs are subtracted, the balance would be turned over to Lee Iacocca's Statue of Liberty-Ellis Island Foundation.

The Statue of Liberty coins will be sold and promoted in much the same way as the Olympic coins (AA, June 17), using tv, radio, print, direct mail and pr.

Advertising will be directed at consumers, with special programs aimed at financial institutions and children. The coins will be sold through the Treasury's direct mail, post offices, financial institutions and some department stores and retailers.

## World News Roundup

**MILAN—Nordica ski boots**, looking to expand its advertising around the world, has named Publinter Ayer to handle its new $7 million worldwide account. Ayer previously handled the account only in Europe.

**SAO PAULO—Ford Brasil** last week introduced its world truck model, called Cargo, to the local market with an hourlong tv commercial. J. Walter Thompson Publicidade handles. Ford plans to export the medium-size truck from Brazil to the U.S. and Canada in the fall.

**LONDON—Citizen of Japan** picked Marsteller Little & Strodl to handle a $7 million European campaign for its new line of computer printers and peripherals. Marsteller will work with its network partner, Havas Conseil Marsteller, in Germany and France.

**SYDNEY—Monahan Dayman Adams**, Australia's largest local agency, has acquired a majority stake in Adman, a small agency in Singapore, as a step toward an international network.

**LONDON—A London high court**, ruling in favor of McDonald's Corp., prohibits Burger King Corp. and J. Walter Thompson Co. from putting up posters headlined "It ain't just big, Mac." The judge, ruling on a 1983 lawsuit, said the posters could be mistaken for a Big Mac ad. Burger King said the posters were removed two years ago.

**TOKYO—Grey Advertising** picked up its first piece of Mars business by gaining a major new pet food product introduction in Japan from Mars' Effem subsidiary.

**SYDNEY—Australia's largest advertiser**, retailer Myer Emporium, is being acquired by Australia's largest retailer, G.J. Coles, in a $1

*(Continued on Page 34)*

# GM puts brakes on shop pay

By JESSE SNYDER

DETROIT—General Motors is putting the squeeze on agency compensation, in effect cutting the standard 15% commission on media buying to as low as 12.5% by the beginning of the 1986 model year, sources inside GM and the agencies acknowledge.

The cutbacks are not being applied strictly on a commission basis, but over-all work out to a 10% to 17% reduction in agency commissions.

Layoffs at all five major agencies are expected by the staffs of the agencies, although only Campbell-Ewald, Warren, Mich., Chevrolet's agency, has made cutbacks thus far

*(Continued on Page 62)*

# Coen backs off on '85

## But 1986 should top $100 billion in U.S. ads

**The outlook for 1985**

| | Change over '84 (%) | Millions of dollars |
|---|---|---|
| Magazines | + 8.0 | 5,330 |
| Newspapers | + 7.0 | 3,300 |
| National Tv | + 3.0 | 8,780 |
| Spot Tv | + 8.0 | 6,235 |
| Cable Tv | +25.0 | 585 |
| Radio | + 9.0 | 1,655 |
| Direct Mail | +11.0 | 15,320 |
| Other National | + 9.0 | 12,625 |
| Total National | + 8.3 | 53,830 |
| Total Local | +10.2 | 42,010 |
| Grand Total | + 9.1 | 95,840 |

*Source: Robert Coen, McCann-Erickson*

By STEWART ALTER

NEW YORK—Robert Coen, senior vp-director of forecasting for McCann-Erickson, has lowered his projections for U.S. advertising expenditure increases in 1985. While the major national advertising categories remain strong, he said, there is weakness in secondary categories and a lack of any major new growth areas.

Mr. Coen, who late last year predicted a 9.7% increase in U.S. advertising and a 9.2% increase in national advertising, lowered those predictions last week to 9.1% for the total—to $95.9 billion—and 8.3% for national advertising (AA, July 17).

The well known industry forecaster also made his first predictions for 1986, prophesying that U.S. advertising would exceed $100 billion for the first time, rising 8.5% to $104 billion, while overseas advertising would increase 6%, to $70 billion.

In lowering his 1985 predictions, Mr. Coen noted that the top national product categories still looked strong, based on first-quarter comparisons with 1984. Among the top product categories in the three major national media—network tv, spot tv and magazines—there were these results in the first quarter, compared with the year-ago period: Candy/soft drinks rose 29%; automobiles, 22%; restaurants, 19%; foods, 15%, and drugs/reme-

*(Continued on Page 59)*

# 'Cosmo' celebrates 'That Girl's' 20th

By STUART J. ELLIOTT

NEW YORK—Can it be 20 years since That *Cosmopolitan* Girl first sashayed onto the magazine scene?

Since the answer is yes, publisher D. Claeys Bahrenburg and editor Helen Gurley Brown—that quintessential *Cosmopolitan* girl—are making big plans for a special November issue of the Hearst Magazines monthly.

"Being the 20th anniversary of how the *Cosmopolitan* girl has revolutionized society with her life style," said Mr. Bahrenburg, "we think it's time to say this is where young women are today and where they're going in the future."

The salute to the *Cosmo* girl—"yes, we're still calling her a girl," said Ms. Brown, "though we often refer to her as a woman"—is actually a tribute to its editor. Ms. Brown's overhaul of what was a moribund general-interest title into one of Hearst's major profit centers ranks among the industry's most successful makeovers.

"Management is suggesting it's a celebration of my long tenure, but I certainly think it's wiser not to hit very heavily on that," said the ever-modest Ms. Brown. Instead, the issue will "examine every aspect of new womanhood," said Mr. Bahrenburg.

Ms. Brown, whose frugality in acquiring editorial matter is a subject even she jokes about, is buying big, brand-name authors for the

*(Continued on Page 57)*

ADWATCH

# Marketers find bad news does some good

By SCOTT HUME

You can call it brilliant or a blunder, but you can't say it was boring.

Coca-Cola's reformulation of Coke may have produced the broadest and fastest awareness for a new product in marketing history. The company's move obviously angered many consumers—enough to force the beverage company to eat humble pie and revive the original formula—and confused others. But one thing is sure: If you asked consumers over the past few months which soft drink came to mind first, the overwhelming response was "Coke."

That was true of Advertising Age's adWatch survey of advertising awareness. More than half (52.7%) of the 1,000 people polled last month named Coke when they were asked which soft-drink advertising they recalled first.

One of advertising's goals is to increase awareness for a product. What has happened with Coke is that the product has increased awareness for its advertising. Coca-Cola certainly was uncomfortable with the bad feelings its reformulation decision created. But now, having given consumers what they wanted, the company can't be unhappy with its brand and advertising awareness.

Coke's 52.7% ad-awareness share in June was nearly 10 percentage points higher than it had been in May (42.9%) and nearly *double* its awareness score in April (28.6%), before its management and commercials began appearing on network and local news broadcasts.

The controversy over new Coke blunted what had been a steady awareness increase for rival Pepsi. The launch in late February of new "Choice of a new generation" commercials, featuring singer Lionel Richie, had moved Pepsi ahead of Coke in top-of-mind advertising awareness. Pepsi came to mind first for 31.4% of the April sample, compared with 28.6% for Coke, whose advertising relied on spokesman Bill Cosby and his message that Pepsi was the sweeter beverage.

Even after the new Coke launch and Coca-Cola's share of first mentions rose 14.3 percentage points, Pepsi's share held fairly steady. Last month, however, Pepsi's ad awareness dropped, falling 8.2 percentage points.

Pepsi's gloating about Coca-Cola's forced retreat is understandable, and the No. 2 soft-drink producer may be correct in foreseeing substantial sales-growth potential. But Coke's hold on consumer awareness is undeniable—and can be expected to be stronger when July survey results are in.

Not surprisingly, Coke also led the over-all top 10 in advertising awareness for the month. The first question asked last month's survey sample was "Of all the advertising you have seen, heard or read in the past 30 days, which first comes to mind?" The results, in descending order: Coke, Pepsi, Miller/Miller Lite, Burger King, McDonald's, Budweiser/Bud Light, Pizza Hut, AT&T, Tide and Chevrolet.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name the advertising that first comes to mind—in a variety of product categories—from among all advertising seen, heard or read in the previous 30 days.

In June, 1,000 adults were polled by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

Airlines are another category in which the product has been drawing attention to its advertising. Like Coca-Cola's drink reformulation, United's pilots' strike angered and inconvenienced many of its loyalists but boosted the company's awareness score. Last month, United's advertising came to mind first for 25.9% of the sample, a 7.4 percentage point increase.

At the same time, awareness of advertising for Trans World Airlines was receiving a boost. TWA gained unfortunate extra visibility when one of its planes was hijacked in the Middle East. In addition, the airline was involved in a much-publicized search for a "white knight" to save it from an unwanted takeover. Its advertising received 13.7% of first mentions, its highest share ever, making it No. 2 among airline advertisers.

American Airlines, which didn't suffer a strike, hijacking or takeover threat, was last month's loser. Its advertising came to mind first for only 7.7% of the sample, 2.8 percentage points below its May score.

Among significant changes in other categories last month:

- There is news in the **camera** category for the first time in months as Kodak's "Because time goes by" ad campaign begins to get consumers to look up during commercial breaks. Kodak's awareness rose 3.2 percentage points to 23% of first mentions in June, strengthening its hold on the No. 1 slot. That increase apparently came at the expense of No. 2 Canon, whose share declined to 12.2% from 16%. Minolta remains No. 3 (with 8.8% in June).
- Tylenol last month strengthened its leadership position in the **medicine & drugs** category. Awareness of its advertising rose 4.5 points to 25.9% in June, well ahead of the No. 2 advertiser, Advil (5.5%) and No. 3 Anacin (4.8%).
- IBM once again threatens to make a race of the fight for awareness in the **computer** category. Awareness for No. 1 Apple's advertising has been sliding—it's down more than 10 points during the past four months—and now IBM is beginning to gain.

IBM came to mind first for 18% of last month's sample, a 3.8 point increase from May's 14.2%. With Apple's awareness level last month at 28.8%, the two major computer marketers are closer than they have been in more than a year.

Commodore remains No. 3, with 4.4% of first mentions.

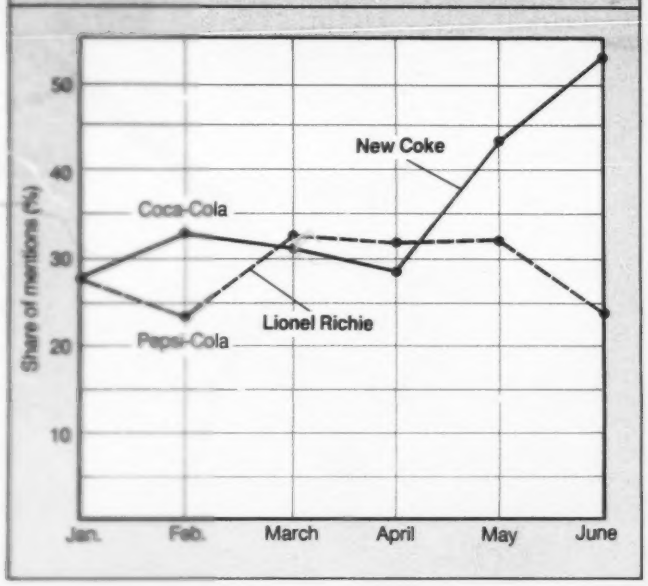
- Miller High Life had the best recalled advertising of all **beer** marketers in June, returning that brand to the No. 1 position for the first time in 27 months.

That can be credited to its "Made the American Way" campaign and to a decline for usual front-runner Budweiser. Bud's share of first-mentions was 11.6%, down from 13.6% in May. Coors, which grabbed the No. 1 spot in April, continues to cool. It garnered 9.2% of first mentions for last month's No. 3 spot.#

*For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.*

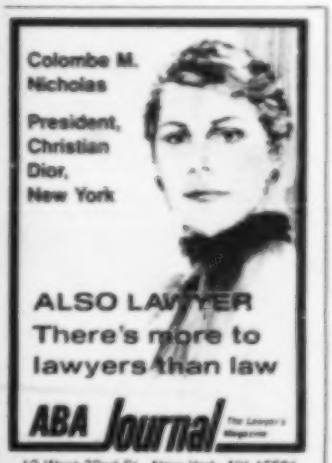
## Soft-drink ad awareness

Coca-Cola's introduction of New Coke may have angered some consumers, but it gave Coke advertising a tremendous boost in awareness. The move also blunted the awareness increase Lionel Richie's commercials had begun to give Pepsi's advertising. *Source: SRI Research Center, Lincoln, Neb.*




## CORRECTIONS & CLARIFICATIONS

- Peter Rogers Associates, New York, produced the Brooke Shields ads for Chicago-based Bally Corp.'s Health and Tennis Club division (AA, July 15, P. 74). J. Walter Thompson USA, Los Angeles, is the agency of record, handles all media buying and produces the other celebrity ads endorsing the national health-club chain. However, a Bally spokesman misidentified Thompson as the agency handling the Shields series.
- Ronalds-Reynolds Co., Toronto, and Dancer Fitzgerald Sample work together through a non-equity arrangement. A reference to DFS as partly owning R-R was incorrect (AA, June 17, P. 3).
- Berkley-Small, a newspaper circulation supply company owned by Scripps-Howard, is located in Mobile, Ala., and not Palestine, Tex., as reported in the 100 leading media companies issue (AA, June 27, P. 53). The company sells racks manufactured in its plant in Medina, O., and made at Southern News Rack Co. in Palestine.#

12 West 32nd St., New York, NY 10001
212-869-6220

WHY BE A LITTLE FISH IN A BIG POND?

TUNE UP YOUR AUTOMOTIVE ACCESSORY SALES IN TUSCALOOSA.

Tuscaloosa, Alabama, is the 40th richest ADI in the country* for tire, battery and automotive accessory dealer sales, 11th richest for general merchandise* and revving up even more.

By 1988**, Effective Buying Income and Total Retail Sales will each increase 46%. So if your automotive accessory sales could use a tune-up, you'll get a big boost in Tuscaloosa.

WCFT-TV DOMINATES THE MARKET.

We're the #1-rated station sign-on to sign-off. We've got the facts, figures, programming and #1 news that can make you #1 in Tuscaloosa, too.

BE A BIG FISH.

BEAM COMMUNICATIONS

WCFT-TV, CBS, Tuscaloosa, AL
KYEL-TV, NBC, Yuma, AZ-El Centro, CA
WOAM-TV, NBC, Laurel-Hattiesburg, MS

Represented by Avery-Knodel Television
Sources: *Market Statistics, 1984 Sales Per Household
**Sales & Marketing Management's 1984 Survey of Buying Power
© 1985 Beam Communications Corp.

# Consumer Magazine Ad Linage

## Advertising pages for U.S., Canadian and foreign consumer publications

### July

| | Current month 1985 | Current month 1984 | Year-to-date 1985 | Year-to-date 1984 |
|---|---|---|---|---|
| **— Art & antiques —** | | | | |
| American Artist | 68.3 | 78.0 | 502.7 | 496.2 |
| Antiques | 95.3 | 94.0 | 1,011.8 | 1,006.4 |
| Art in America (11X) | 76.0 | — | 748.0 | 785.0 |
| Southwest Art | 76.7 | 62.2 | 544.2 | 575.5 |
| Total Group | 316.3 | 234.2 | 2,806.7 | 2,863.1 |
| % change | | + 35.0% | | - 2.0 |
| **— Auto/cycle/rec. vehicles —** | | | | |
| AutoWeek (52X) | 171.0 | 175.1 | 876.6 | 791.0 |
| Car & Driver | 85.2 | 94.2 | 762.0 | 653.6 |
| Car Collector & Car Classics | 17.6 | 15.6 | 132.8 | 136.6 |
| Car Craft | 91.8 | 84.8 | 527.6 | 504.5 |
| Circle Track | 58.6 | 51.6 | 380.2 | 324.7 |
| Cycle | 62.8 | 31.5 | 400.8 | 351.4 |
| Cycle Guide (11X) | 44.4 | 29.2 | 323.3 | 321.8 |
| Cycle World | 62.0 | 39.8 | 451.5 | 419.7 |
| Dirt Rider | 32.3 | 25.4 | 243.0 | 195.1 |
| Dune Buggies & Hot VWs | 102.4 | 92.7 | 638.1 | 567.2 |
| Family Motor Coaching | 174.3 | 177.7 | 1,067.7 | 1,042.1 |
| 4 Wheel & Off-Road | 80.8 | 77.4 | 522.2 | 504.2 |
| Four Wheeler | 82.4 | 82.4 | 602.1 | 513.6 |
| Hot Rod | 58.8 | 75.9 | 443.5 | 423.6 |
| Motorcyclist | 42.7 | 33.1 | 296.2 | 280.9 |
| Motor Trend | 69.1 | 73.5 | 557.1 | 441.7 |
| Motorhome Life | 101.6 | 95.4 | 690.9 | 636.4 |
| Road & Track | 111.2 | 119.1 | 792.8 | 713.5 |
| 3 Wheeling | 70.0 | 30.8 | 397.7 | 210.2 |
| Trailer Life | 107.2 | 128.4 | 908.7 | 908.0 |
| Total Group | 1,626.2 | 1,533.6 | 11,014.8 | 9,939.8 |
| % change | | + 6.0% | | + 10.8% |
| **— Boating & yachting —** | | | | |
| Boating | 111.6 | 116.3 | 1,014.7 | 1,045.8 |
| Chesapeake Bay | 34.0 | 23.8 | 230.8 | 195.5 |
| Cruising World | 122.3 | 143.3 | 906.8 | 984.1 |
| Lakeland Boating (10X) | 50.5 | 53.0 | 463.0 | 411.0 |
| Motor Boating & Sailing | 126.6 | 120.9 | 1,214.2 | 1,180.2 |
| Sail | 83.2 | 101.1 | 942.3 | 971.9 |
| Sea | 40.5 | 50.8 | 365.0 | 423.3 |
| Small Boat Journal (6X) | — | — | 153.4 | 139.8 |
| Trailer Boats (11X) | 24.8 | 22.8 | 260.2 | 271.3 |
| Western Boatman (6X) | 41.1 | 19.2 | 189.9 | 102.2 |
| Yachting | 124.2 | 143.7 | 1,192.2 | 1,222.1 |
| Total Group | 758.8 | 794.9 | 8,313.1 | 6,947.2 |
| % change | | - 4.5% | | + 19.6% |
| **— Canadian —** | | | | |
| L'Actualite | 47.2 | 43.0 | 422.3 | 437.4 |
| Chatelaine: | | | | |
| English Edition A. | 60.0 | 57.5 | 613.2 | 667.8 |
| French Edition | 48.1 | 42.7 | 501.0 | 554.5 |
| City Woman (5X) | — | — | — | — |
| Country Home (8X) | — | — | 200.5 | 175.0 |
| Equinox (6X) | — | — | — | — |
| Financial Post A. | 31.3 | 34.8 | 233.9 | 302.9 |
| Flare A. | 35.6 | 37.9 | 423.3 | 344.8 |
| Homemaker's (10X) | — | — | — | — |
| Madam Au Foyer (10X) | — | — | — | — |
| Maclean's (52X) A. | 77.8 | 69.1 | 779.3 | 817.6 |
| Montreal Calendar | 17.5 | 23.0 | 199.0 | 257.0 |
| Montreal Ce Mois Ci | 21.0 | 27.0 | 240.3 | 271.5 |
| Reader's Digest: | | | | |
| Canadian-English A. | 57.7 | 95.2 | 469.1 | 513.9 |
| Canadian-French A. | 47.3 | 74.9 | 357.3 | 448.5 |
| Toronto Life | — | — | — | — |
| Vancouver | 71.1 | 62.1 | 477.3 | 443.1 |
| Total Group | 514.6 | 567.2 | 4,493.2 | 5,234.0 |
| % change | | - 9.2% | | - 14.2% |
| **— Civic/fraternal —** | | | | |
| American Legion | 17.2 | 18.0 | 178.9 | 174.3 |
| Elks (10X) | — | — | 119.5 | 140.2 |
| Kiwanis | — | — | 98.4 | 73.0 |
| Lion (10X) | — | — | 30.7 | 39.2 |
| Rotarian | 7.7 | 5.3 | 79.6 | 82.1 |
| V.F.W. (11X) | — | — | 191.5 | 159.3 |
| Total Group | 24.9 | 23.3 | 698.6 | 668.1 |
| % change | | + 6.9% | | + 4.8% |
| **— Comics —** | | | | |
| DC Comics | 5.0 | 5.5 | 39.5 | 54.5 |
| Marvel Comics Group | — | — | — | — |
| Total Group | 5.0 | 5.5 | 39.5 | 54.5 |
| % change | | - 10.0% | | - 27.5 |
| **— General —** | | | | |
| American Health (10X) | 42.1 | 39.9 | 306.9 | 243.8 |
| American West (6X) | 27.5 | 17.7 | 129.7 | 81.7 |
| The Atlantic A. | 40.4 | 38.6 | 330.1 | 317.4 |
| Audubon Magazine (6X) | 24.0 | 18.9 | 136.5 | 104.4 |
| Bon Appetit A. | 64.9 | 68.7 | 573.5 | 552.8 |
| Changing Times | 33.0 | 34.3 | 270.5 | 304.6 |
| Connoisseur | 25.0 | 24.3 | 402.2 | 351.1 |
| Consumers Digest (8X) | 19.5 | 20.0 | 119.2 | 73.0 |
| Ebony | 89.7 | 82.4 | 641.2 | 607.6 |
| Fifty Plus | 34.0 | 25.2 | 222.8 | 247.0 |
| Food & Wine | 81.7 | 30.2 | 337.1 | 244.9 |
| Games | 21.0 | 19.8 | 116.5 | 148.2 |
| Gourmet | 53.7 | 51.6 | 612.4 | 526.8 |
| Home Entertainment (8X) | — | — | 129.3 | 97.1 |
| Harper's Magazine A. | 19.0 | 19.0 | 178.9 | 165.9 |
| Life | 40.1 | 64.1 | 437.3 | 425.8 |
| Modern Maturity (6X) | 43.2 | 47.4 | 142.2 | 126.7 |
| Money | 103.9 | 111.1 | 830.2 | 856.3 |
| Moneysworth (4X) | — | — | 37.2 | 40.0 |
| Mother Earth News (6X) | 45.3 | 47.2 | 139.8 | 161.0 |
| Mother Jones (10X) | 16.3 | 12.0 | 95.2 | 96.5 |
| National Geographic | 20.3 | 24.2 | 158.0 | 174.5 |
| Prevention | 55.5 | 64.9 | 412.5 | 488.1 |
| Psychology Today | 15.8 | 21.3 | 170.6 | 168.5 |
| Reader's Digest A. | 51.9 | 66.3 | 573.5 | 597.9 |
| Saturday Evening Post (9X) | 41.3 | 40.9 | 176.3 | 204.7 |
| Signature | 37.3 | 38.9 | 378.5 | 391.9 |
| Smithsonian | 68.6 | 51.1 | 620.3 | 575.3 |
| Success B. | 37.2 | 31.5 | 211.1 | 236.6 |
| Sylvia Porter's Personal Finance (6X) | 38.3 | 25.5 | 156.7 | 114.8 |
| Town & Country | 73.6 | 83.9 | 826.3 | 907.6 |
| Travel | 25.8 | 26.8 | 330.8 | 332.4 |
| Travel & Leisure | 106.5 | 74.8 | 770.9 | 772.6 |
| Vanity Fair | 16.6 | 14.1 | 215.4 | 148.6 |
| Writers Digest | 21.9 | 21.9 | 165.4 | 171.8 |
| Yankee | 50.9 | 54.5 | 463.1 | 535.9 |
| Total Group | 1,485.8 | 1,413.0 | 11,218.1 | 11,593.8 |
| % change | | + 5.1% | | - 1.9% |
| **— Home —** | | | | |
| Americana (6X) | 27.0 | 25.1 | 137.8 | 145.2 |
| Architectural Digest A. | 60.2 | 80.3 | 876.1 | 884.7 |
| Better Homes & Gardens | 79.1 | 99.3 | 812.1 | 798.2 |
| Colonial Homes (6X) | 46.6 | 50.5 | 235.3 | 257.1 |
| Country Journal | 23.0 | 22.1 | 246.6 | 225.8 |
| Country Living | 61.5 | 55.8 | 457.3 | 441.6 |
| Dallas/Ft. Worth Home & Garden | 99.5 | 71.1 | 501.9 | 496.4 |
| Family Handyman (10X) A. | 71.1 | 76.7 | 406.2 | 479.8 |
| Flower & Garden (6X) | — | — | 125.6 | 130.0 |
| Home | 40.0 | 40.8 | 345.4 | 380.3 |
| The Homeowner (10X) | 27.3 | 30.8 | 170.5 | 159.1 |
| Horticulture | 23.1 | 25.2 | 277.9 | 214.3 |
| House Beautiful | 63.4 | 62.5 | 568.4 | 625.0 |
| House & Garden | 62.2 | 52.9 | 654.1 | 575.5 |
| Houston Home/Garden | 107.0 | 108.5 | 644.8 | 690.4 |
| Metropolitan Home | 32.0 | 40.7 | 430.1 | 467.9 |
| New Shelter (9X) | 56.4 | 48.1 | 326.9 | 283.8 |
| 1,001 Home Ideas | 36.9 | 32.4 | 312.8 | 259.9 |
| Organic Gardening | 42.1 | 45.3 | 412.7 | 482.0 |
| Phoenix Home/Garden | 56.8 | 48.5 | 452.8 | 382.8 |
| San Diego Home/Garden | 87.8 | 56.7 | 522.6 | 478.3 |
| South Florida Home/Garden | 37.5 | — | 267.2 | — |
| Southern Accents (6X) | 59.8 | 69.8 | 330.0 | 284.1 |
| Southern Living | 114.8 | 116.9 | 907.3 | 952.5 |
| Sunset Magazine A. | 120.6 | 124.4 | 1,014.6 | 993.8 |
| Texas Homes | 98.2 | 115.6 | 580.6 | 574.2 |
| Workbench (6X) | 38.2 | 43.2 | 209.9 | 235.2 |
| Total Group | 1,572.1 | 2,167.6 | 12,197.5 | 11,898.6 |
| % change | | - 27.5% | | + 2.5% |
| **— In-flight & other passenger —** | | | | |
| Aboard Group (7) (6X) | 25.0 | 17.0 | 74.0 | 55.5 |
| Alaska Airlines | 49.8 | 58.5 | 329.7 | 337.5 |
| American Way (26X) | 94.6 | 99.1 | 802.4 | 710.5 |
| East/West Network: | | | | |
| Eastern Review | 78.7 | 101.8 | 668.3 | 817.9 |
| Northwest Orient | 48.7 | 31.6 | 278.5 | 220.0 |
| Ozark | 51.2 | 37.5 | 280.0 | 334.2 |
| PSA Magazine | 82.3 | 110.3 | 538.8 | 693.0 |
| Pan Am Clipper | 58.5 | 57.5 | 406.8 | 427.6 |
| Republic Scene | 47.5 | 50.7 | 314.7 | 427.6 |
| Spirit | 92.7 | 81.1 | 611.0 | 637.6 |
| United | 88.0 | 112.0 | 618.0 | 781.5 |
| Western's World | 49.2 | 64.5 | 365.8 | 455.7 |
| Halsey Publications: | | | | |
| Air Cal | 48.0 | 47.2 | 322.9 | 331.6 |
| Delta Sky | 61.7 | 59.5 | 493.8 | 533.6 |
| Skylite | 21.2 | 20.2 | 144.3 | 137.7 |
| USAir | 46.3 | — | — | — |
| Hawaii (6X) | 23.4 | 22.0 | 170.4 | 151.9 |
| Pace | 78.8 | 59.8 | 468.2 | 466.2 |
| Spirit of Aloha (6X) | 22.5 | 22.8 | 168.5 | 154.8 |
| Total Group | 1,068.1 | 1,053.1 | 7,056.1 | 7,674.4 |
| % change | | + 1.4% | | - 8.1% |
| **— Men's —** | | | | |
| Esquire A. | 50.3 | 77.6 | 691.5 | 644.5 |
| Firehouse Magazine (13X) | 33.3 | 30.0 | 306.6 | 307.3 |
| Gentlemen's Quarterly A. | 44.3 | 54.2 | 237.8 | 289.8 |
| M Magazine | 30.3 | 39.0 | 333.1 | 373.2 |
| Penthouse A. | 36.6 | 50.6 | 274.3 | 340.4 |
| Playboy A. | 71.9 | 59.5 | 503.8 | 498.2 |
| Total Group | 266.7 | 310.9 | 2,347.1 | 2,453.4 |
| % change | | - 14.2% | | - 4.3% |
| **— Metropolitan —** | | | | |
| Aloha (6X) | 31.6 | 37.2 | 133.2 | 116.2 |
| Atlanta | 44.5 | 31.1 | 452.4 | 415.4 |
| Baltimore | 70.1 | 45.2 | 537.6 | 403.5 |
| Boston | 141.5 | 131.1 | 1,009.5 | 923.4 |
| California | 41.6 | 53.8 | 463.6 | 423.0 |
| Charlotte (10X) | — | — | — | — |
| Chicago | 104.2 | 113.8 | 904.3 | 886.8 |
| Chicago's North Shore | 56.6 | 69.3 | 542.3 | 568.0 |
| Cincinnati | 51.5 | 42.9 | 374.1 | 341.2 |
| Cleveland | 85.5 | 75.7 | 542.9 | 506.9 |
| Coast (38X) | 356.0 | 377.7 | 1,858.7 | 1,744.6 |
| Columbus Monthly | 60.7 | 73.0 | 457.8 | 446.0 |
| Commonwealth | — | — | — | — |
| Connecticut | 58.9 | 60.3 | 594.6 | 545.8 |
| Country Magazine | 35.9 | 32.3 | 320.5 | 271.0 |
| D/Magazine, Dallas/Ft. Worth | 121.0 | 113.1 | 892.7 | 828.2 |
| Denver | 30.7 | 26.5 | 206.8 | 180.6 |
| Grand Rapids | 61.2 | 55.7 | 347.1 | 369.3 |
| Gulfshore Life (10X) | — | — | 380.0 | 373.0 |
| Honolulu | 46.5 | 51.1 | 404.9 | 403.7 |
| Houston City | 48.7 | 78.9 | 496.4 | 562.7 |
| Indianapolis | 41.6 | 36.3 | 281.9 | 274.9 |
| Kansas City | 37.3 | 28.8 | 217.3 | 221.6 |
| Los Angeles | 145.0 | 186.5 | 1,156.6 | 1,318.0 |
| Louisiana Life (6X) | 53.0 | 78.0 | 220.0 | 288.7 |
| Madison | 44.0 | 44.0 | 426.0 | 364.0 |
| Metropolitan Detroit | 74.2 | 61.4 | 495.2 | 331.9 |
| Miami Mensual | 41.1 | 40.1 | 279.6 | 273.7 |
| Miami/South Florida | 81.3 | 63.2 | 637.3 | 598.8 |
| Milwaukee | 71.9 | 47.7 | 439.7 | 270.1 |
| Minneapolis/St. Paul | 74.6 | 87.0 | 654.8 | 627.8 |
| Monthly Detroit | 40.8 | 39.5 | 390.0 | 444.8 |
| Nashville | — | — | — | — |
| New England Monthly | 27.0 | 7.5 | 204.5 | 42.0 |
| New Jersey Monthly | 43.6 | 45.1 | 397.5 | 365.3 |
| New Mexico | 30.7 | 44.3 | 256.1 | 355.6 |
| Ohio | 52.9 | 46.3 | 443.2 | 396.7 |
| Oregon | 22.3 | — | 220.3 | 174.4 |
| Orlando | 113.8 | 94.0 | 713.7 | 598.5 |
| Palm Beach Life | 26.6 | 25.1 | 537.3 | 538.6 |
| Palm Springs Life | 44.2 | 37.6 | 791.2 | 792.7 |
| Philadelphia | 118.9 | 109.5 | 907.3 | 847.6 |
| Phoenix | 78.4 | 80.3 | 660.4 | 572.8 |
| Pittsburgh | 39.9 | 42.5 | 417.6 | 420.2 |
| St. Louis | 43.5 | 62.0 | 383.0 | 407.0 |
| San Diego | 136.7 | 139.5 | 1,078.1 | 1,005.2 |
| San Francisco | 42.7 | 82.6 | 405.7 | 474.2 |
| San Francisco Focus | 69.2 | 59.2 | 573.7 | 386.5 |
| Texas Monthly | 97.0 | 95.6 | 799.6 | 858.9 |
| Twin Cities | 51.7 | 53.8 | 398.8 | 449.6 |
| Ultra | 40.1 | 97.2 | 476.2 | 535.8 |
| Washington Dossier (11X) | — | — | — | — |
| The Washingtonian | 121.0 | 129.0 | 1,020.8 | 973.8 |
| The Virginian (6X) | 49.0 | 46.0 | 229.0 | 172.5 |
| Total Group | 3,400.7 | 3,478.3 | 26,042.9 | 25,691.5 |
| % change | | - 2.2% | | + 1.4% |
| **— Movie/romance/radio/tv —** | | | | |
| Macfadden's Women's Group: | | | | |
| Modern Romances | 19.4 | 22.5 | 129.7 | 171.9 |
| Secrets | 19.4 | 22.5 | 129.7 | 171.9 |
| True Confessions | 19.4 | 22.5 | 129.7 | 171.9 |
| True Experience | 19.4 | 22.5 | 129.7 | 171.9 |
| True Love | 19.4 | 22.5 | 129.7 | 171.9 |
| True Romance | 19.4 | 22.5 | 129.7 | 171.9 |
| Sterling Women's Group: | | | | |
| Daytime TV | 28.5 | 29.5 | 201.5 | 194.5 |
| Modern Screen | — | — | 41.8 | 61.5 |
| Movie Mirror (6X) | — | — | 70.5 | 61.5 |
| Soap Opera Stars | — | — | 59.5 | 73.0 |
| TV Movie Screen (6X) | — | — | 19.3 | 10.0 |
| TV Picture Life (6X) | — | — | 15.0 | 82.0 |
| Total Group | 144.9 | 135.0 | 1,185.8 | 1,513.9 |
| % change | | + 7.3% | | - 21.8% |
| **— Music/entertainment —** | | | | |
| American Film (10X) | 17.7 | 26.4 | 158.4 | 148.6 |
| Audio | 58.0 | 54.0 | 561.0 | 412.0 |
| Circus Magazine | 48.3 | 28.5 | 343.0 | 242.2 |
| Dance Magazine | 33.9 | 43.8 | 395.5 | 466.9 |
| Musician | 67.1 | 68.3 | 405.6 | 433.1 |
| Playbill | 38.2 | 42.7 | 335.5 | 403.8 |
| Record | 16.8 | 19.8 | 153.8 | 156.9 |
| Stereo Review | 32.9 | 36.7 | 264.0 | 307.3 |
| Video Magazine | 63.7 | 56.0 | 475.5 | 397.6 |
| Video Review | 47.1 | 50.8 | 413.6 | 379.9 |
| Total Group | 423.7 | 427.0 | 3,505.9 | 3,328.3 |
| % change | | - 0.7% | | + 5.3% |
| **— National Sunday magazines —** | | | | |
| Family Weekly (52X) A. | 39.7 | 64.3 | 341.9 | 395.4 |
| Parade (52X) | 32.0 | 45.3 | 352.1 | 368.5 |
| Total Group | 71.7 | 109.6 | 694.0 | 763.9 |
| % change | | - 34.8% | | - 9.2% |
| **— Outdoor & sport —** | | | | |
| Alaska | 36.9 | 41.1 | 345.2 | 292.9 |
| The American Handgunner (6X) | 35.0 | 34.0 | 139.0 | 140.0 |
| American Hunter | 21.0 | 19.5 | 115.7 | 114.5 |
| American Rifleman | 18.1 | 21.2 | 158.3 | 176.8 |
| Backpacker (6X) | 35.9 | 49.2 | 140.7 | 172.8 |
| Bass Master (9X) A. | 34.4 | 35.6 | 393.5 | 349.8 |
| Bicycling (9X) | — | — | — | — |
| Field & Stream | 120.0 | 84.9 | 673.9 | 625.6 |
| Fins & Feathers A. | — | — | — | — |
| Fishing World | 15.6 | 23.8 | 176.2 | 190.9 |
| Florida Sportsman | 68.8 | 61.5 | 760.4 | 649.2 |
| Flying | 53.4 | 51.3 | 325.2 | 305.9 |
| Fur-Fish-Game | 12.6 | 19.8 | 119.8 | 152.0 |
| Golf Digest | 52.4 | 72.1 | 681.7 | 706.2 |
| Golf Magazine | 40.5 | 36.6 | 530.0 | 603.4 |
| Guns | 22.0 | 26.0 | 152.0 | 163.0 |
| Guns & Ammo | 40.8 | 71.4 | 286.0 | 315.5 |
| In-Fisherman (6X) | 68.5 | 83.0 | 391.0 | 392.0 |
| Muscle & Fitness | 106.3 | 113.0 | 754.3 | 752.6 |
| Outdoor Life | 59.1 | 52.5 | 511.0 | 569.8 |
| Outside Magazine | 36.0 | 41.2 | 308.0 | 263.8 |
| Petersen's Hunting | 37.1 | 66.4 | 245.1 | 254.0 |

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Figures represent a double issue for the months of July and August. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

*(Continued on Page 56)*

(Continued from Page 55)

# July

| | Current month 1985 | 1984 | Year-to-date 1985 | 1984 |
|---|---|---|---|---|
| Runner's World (13X) | 34.2 | 63.4 | 353.2 | 257.7 |
| Salt Water Sportsman | 58.1 | 48.0 | 634.5 | 545.3 |
| Shooting Times | 23.0 | 37.5 | 227.3 | 246.6 |
| Ski (8X) A. | — | — | 215.4 | 249.2 |
| Skiing (7X) | — | — | 203.3 | 215.3 |
| Skin Diver | 86.7 | 78.9 | 583.2 | 567.8 |
| Southern Outdoors (8X) | 30.0 | 33.2 | 209.4 | 233.1 |
| Sport | 31.8 | 39.3 | 298.2 | 314.7 |
| Sports Afield | 61.2 | 58.2 | 593.7 | 615.2 |
| Tennis | 119.1 | 108.4 | 602.1 | 596.1 |
| Western Outdoors (10X) | — | — | 288.2 | 270.2 |
| **Total Group** | **1,393.2** | **1,512.2** | **11,670.4** | **11,605.8** |
| % change | | **– 7.9%** | | **+ 0.5%** |

## — Photography —

| | | | | |
|---|---|---|---|---|
| American Photographer | 39.2 | 40.5 | 289.1 | 285.4 |
| Petersen's Photographic | 25.1 | 29.2 | 190.9 | 228.3 |
| Popular Photography | 90.6 | 97.8 | 625.7 | 671.0 |
| **Total Group** | **154.9** | **167.5** | **1,105.7** | **1,184.7** |
| % change | | **– 7.5%** | | **– 6.6%** |

## — Religious —

| | | | | |
|---|---|---|---|---|
| BBI Jewish Monthly (10X) | — | — | 134.5 | 149.6 |
| Christian Herald (11X) | 28.5 | 30.0 | 211.9 | 219.9 |
| Christian Life | 26.2 | 30.5 | 181.4 | 188.0 |
| Christianity Today (18X) | 29.5 | 32.8 | 405.8 | 403.8 |
| Inside (4X) | — | — | — | — |
| Moody Monthly (11X) | 35.5 | 37.2 | 349.0 | 349.0 |
| Today's Christian Woman (6X) | 33.0 | 24.0 | 161.4 | 127.7 |
| **Total Group** | **152.7** | **154.5** | **1,444.0** | **1,438.0** |
| % change | | **– 1.2%** | | **+ 0.4%** |

## — Science/electronic/mechanic —

| | | | | |
|---|---|---|---|---|
| Compute | 33.1 | 52.7 | 354.6 | 577.9 |
| Creative Computing | 40.4 | 102.3 | 470.0 | 877.0 |
| Discover | 30.0 | 27.9 | 221.4 | 258.4 |
| Family Computing | 21.0 | 38.2 | 364.2 | 363.8 |
| Home Mechanix | 51.5 | 53.6 | 474.4 | 493.7 |
| Info World (52X) | 139.0 | 168.0 | 902.0 | 1,219.0 |
| National History | 31.7 | 25.0 | 294.4 | 293.4 |
| Omni | 54.9 | 62.1 | 400.7 | 424.3 |
| Personal Computing | 142.9 | 122.0 | 1,024.5 | 1,076.3 |
| Popular Mechanics | 78.3 | 67.1 | 672.8 | 670.3 |
| Popular Science | 46.9 | 45.1 | 449.7 | 587.9 |
| Science Digest | 16.7 | 25.8 | 175.8 | 205.7 |
| Science 85 (10X) | 26.9 | 33.4 | 180.1 | 207.2 |
| Scientific American | 36.6 | 43.0 | 318.2 | 438.3 |
| Spectrum | 91.2 | 81.5 | 727.6 | 686.8 |
| **Total Group** | **841.1** | **947.7** | **7,030.4** | **8,380.0** |
| % change | | **– 11.2%** | | **– 16.1%** |

## — Women/fashion/service —

| | | | | |
|---|---|---|---|---|
| Bride's Magazine (6X) A. | — | — | — | — |
| Cosmopolitan A. | 142.0 | 164.5 | 1,316.5 | 1,427.3 |
| Essence | 67.0 | 77.2 | 557.6 | 570.7 |
| Family Circle (24X) A. | 179.5 | 168.6 | 1,035.7 | 997.7 |
| Family Magazine | — | — | — | — |
| Glamour | 113.2 | 111.6 | 1,131.2 | 1,144.7 |
| Good Housekeeping A. | 115.7 | 120.8 | 1,123.3 | 1,072.9 |
| Harper's Bazaar | 71.8 | 74.9 | 847.9 | 884.3 |
| Health | 31.6 | 32.0 | 267.6 | 240.2 |
| Ladies' Home Journal | 85.3 | 91.5 | 732.8 | 701.7 |
| Ladycom (10X) | 32.7 | 42.3 | 224.0 | 262.9 |
| Mademoiselle | 65.4 | 91.5 | 788.2 | 897.4 |
| McCall's | 72.1 | 84.7 | 623.1 | 613.6 |
| Modern Bride (6X) | 395.7 | 395.5 | 1,346.0 | 1,238.7 |
| Ms. | 49.5 | 49.9 | 346.1 | 351.3 |
| New Woman | 39.3 | 42.7 | 352.0 | 334.2 |
| Parents Magazine A. | 60.9 | 58.8 | 593.7 | 496.1 |
| Playgirl | — | — | — | — |
| Redbook | 74.4 | 87.1 | 607.5 | 626.1 |
| Self | 55.9 | 73.4 | 633.6 | 649.2 |
| Seventeen | 58.9 | 68.8 | 757.8 | 777.0 |
| Shape | 57.6 | 58.0 | 436.1 | 393.5 |
| Soap Opera Digest (26X) | 30.8 | 39.6 | 208.5 | 204.1 |
| 'Teen Magazine | 43.5 | 42.2 | 325.8 | 342.7 |
| True Story A. | 51.1 | 51.7 | 328.0 | 393.7 |
| Vogue | 93.3 | 142.9 | 1,553.0 | 1,569.9 |
| W Magazine | 70.8 | 53.8 | 679.4 | 661.0 |
| Weight Watchers | 24.3 | 25.0 | 193.0 | 205.5 |
| Woman's Day (16X) A. | 118.3 | 83.4 | 766.8 | 794.1 |
| The Workbasket (10X) | — | — | 227.4 | 221.2 |
| Working Mother | 60.3 | 68.1 | 503.8 | 480.6 |
| Working Woman | 59.1 | 69.7 | 677.9 | 661.0 |
| **Total Group** | **2,320.0** | **2,470.2** | **19,184.3** | **19,240.3** |
| % change | | **– 6.1%** | | **– 0.3%** |

## — Youth —

| | | | | |
|---|---|---|---|---|
| Boys' Life | 31.6 | 15.1 | 127.3 | 119.8 |
| Campus Life (10X) | 33.0 | 28.6 | 282.9 | 252.7 |
| **Total Group** | **64.6** | **43.7** | **410.2** | **372.5** |
| % change | | **+ 47.8%** | | **+ 10.1%** |

# June

| | Current month 1985 | 1984 | Year-to-date 1985 | 1984 |
|---|---|---|---|---|

## — Business —

| | | | | |
|---|---|---|---|---|
| Arizona Business Gazette (52X) | 29.6 | 30.1 | 169.5 | 156.4 |
| Atlanta Bus. Chronicle (52X) | 56.0 | 38.3 | 298.9 | 285.1 |
| Austin Business Journal (52X) | 62.7 | 47.5 | 326.0 | 244.1 |
| Barron's (52X) | 194.9 | 160.6 | 1,092.8 | 1,179.6 |
| Black Enterprise | — | — | — | — |
| Boston Business Journal (52X) | 122.7 | 104.8 | 799.2 | 548.5 |
| Business Atlanta | — | — | — | — |
| Business First | 74.3 | — | 398.2 | — |
| Business North Carolina | 28.8 | 26.4 | 238.8 | 220.4 |
| Business Week (52X) A. | 348.5 | 390.5 | 2,161.3 | 2,334.5 |
| California Business | 71.7 | 76.7 | 462.4 | 535.1 |
| Capital District Bus. Review (25X) | 36.9 | 35.5 | 254.3 | 274.1 |
| Corporate Report/Kansas City | 58.1 | 67.3 | 300.4 | 384.2 |
| Corporate Report/Minnesota | 103.4 | 76.2 | 581.4 | 513.3 |
| Crain's Chicago Bus. (52X) | 146.8 | 113.1 | 890.6 | 796.7 |
| Crain's Cleveland Bus. (52X) | 69.3 | 56.1 | 452.8 | 375.1 |
| Dallas/Ft. Worth Bus. (52X) | 70.2 | 49.2 | 335.0 | 241.0 |
| Dun's Business Month | — | — | — | — |
| Financial World (24X) | 55.5 | 37.6 | 242.6 | 196.0 |
| Florida Trend (13X) | — | — | — | — |
| Forbes (26X) | 279.6 | 249.7 | 1,708.4 | 1,720.6 |
| Fortune (26X) A. | 281.3 | 209.6 | 1,610.4 | 1,624.6 |
| Frequent Flyer | 63.5 | 48.1 | 372.4 | 334.3 |
| Futures (13X) | 49.0 | 51.0 | 371.0 | 391.0 |
| Hawaii Business | 47.5 | 46.9 | 274.5 | 283.7 |
| High Technology | 33.8 | 38.7 | 198.9 | 199.2 |
| Houston Bus. Journal (52X) | 118.3 | 146.3 | 739.6 | 871.9 |
| Inc. Magazine A. | 89.9 | 114.9 | 594.7 | 739.3 |
| Income Opportunities | 43.9 | 46.0 | 265.7 | 276.2 |
| Industry Week (25X) A. | 75.4 | 539.2 | 107.8 | 667.0 |
| Indianapolis Business Journal (52X) | 118.8 | 118.0 | 692.2 | 642.2 |
| Kansas City Business Journal | 129.6 | 118.8 | 805.5 | 720.1 |
| Milwaukee Business Journal | 110.0 | 89.2 | 543.7 | 399.9 |
| Minnesota Business Journal | 45.1 | 50.5 | 300.5 | 311.5 |
| Nation's Business A. | 27.1 | 30.9 | 241.6 | 228.3 |
| New England Bus. (20X) | — | — | — | — |
| New York City Business | 25.2 | 29.3 | 133.9 | 115.3 |
| Pacific Business News (52X) | 117.5 | 105.7 | 640.5 | 623.1 |
| Philadelphia Business Journal (52X) | 71.8 | 74.6 | 562.0 | 502.9 |
| Pittsburgh Bus. Times (52X) | 72.5 | 47.5 | 429.0 | 325.9 |
| San Jose Business Journal | — | — | — | — |
| Savvy | — | — | — | — |
| St. Louis Business Journal (52X) | 163.3 | 168.4 | 845.5 | 810.8 |
| South Florida Business Journal | 88.1 | 57.6 | 493.5 | 367.5 |
| Texas Business | 95.6 | 72.5 | 429.9 | 383.4 |
| Venture | 96.9 | 98.6 | 418.4 | 483.9 |
| **Total Group** | **3,773.1** | **3,861.9** | **21,783.8** | **21,306.7** |
| % change | | **– 2.3%** | | **+ 2.2%** |

## — Newspaper Sunday magazines* —

| | | | | |
|---|---|---|---|---|
| Arizona Republic | 52.6 | 50.0 | 302.8 | 394.6 |
| Boston Globe | 194.7 | 196.3 | 1,169.1 | 1,121.6 |
| California Living | 52.1 | 45.4 | 309.6 | 324.4 |
| Chicago Tribune | 104.0 | 64.5 | 623.8 | 419.7 |
| Cleveland Plain Dealer | 51.8 | 52.4 | 269.3 | 357.6 |
| Columbus Dispatch | — | — | — | — |
| Denver Post | 33.1 | 58.2 | 463.8 | 499.1 |
| Detroit News | 148.0 | 144.0 | 724.0 | 790.0 |
| L.A. Times Home Magazine | 144.0 | 184.0 | 756.0 | 1,044.0 |
| Louisville Courier-Journal | 67.8 | 62.5 | 410.8 | 418.7 |
| Miami Herald | 49.5 | 48.7 | 249.1 | 308.6 |
| New York News | — | — | — | — |
| New York Times Magazine | 277.9 | 268.5 | 2,099.1 | 2,178.0 |
| Philadelphia Inquirer | 68.9 | 54.5 | 320.1 | 301.2 |
| Toledo Blade Magazine | — | — | — | — |
| Washington Post | 135.2 | 88.5 | 698.3 | 665.8 |
| **Total Group** | **1,379.6** | **1,317.5** | **8,395.8** | **8,823.3** |
| % change | | **+ 4.7%** | | **– 4.8%** |

## — Weeklies/biweeklies —

| | | | | |
|---|---|---|---|---|
| The Advocate (26X) | 114.9 | 153.5 | 570.2 | 661.1 |
| Army Times Military Group: | | | | |
| Air Force Times (52X) | 149.7 | 141.6 | 915.6 | 878.5 |
| Army Times (52X) | 149.6 | 128.5 | 894.3 | 834.4 |
| Navy Times (52X) | 159.8 | 148.0 | 978.0 | 945.6 |
| The Times Magazine | 18.8 | 16.7 | 81.7 | 103.4 |
| The Blood-Horse (52X) | 405.6 | 340.4 | 2,595.9 | 2,783.5 |
| Capper's Weekly (26X) | 13.8 | 17.4 | 146.1 | 163.1 |
| Commonweal (22X) | 2.1 | 3.6 | 10.6 | 10.6 |
| Golf World (43X) | 77.0 | 105.0 | 517.0 | 516.3 |
| Grit (52X) A. | 5.2 | 4.5 | 125.0 | 154.2 |
| National Journal (50X) | 51.3 | 17.0 | 313.3 | 141.0 |
| National Review (25X) | 16.6 | 32.6 | 133.5 | 155.6 |
| New Republic (48X) | 31.6 | 32.2 | 203.7 | 215.8 |
| New York Magazine (50X) | 203.8 | 184.6 | 1,358.8 | 1,264.7 |
| New Yorker (52X) | 213.6 | 225.6 | 1,434.6 | 1,700.1 |
| Newsweek (52X) A. | 211.0 | 215.4 | 1,283.7 | 1,379.3 |
| People (52X) | 321.5 | 330.7 | 1,767.6 | 1,813.6 |
| Rolling Stone (25X) | — | — | — | — |
| Sporting News (52X) | 39.6 | 33.5 | 218.4 | 282.1 |
| Sports Illustrated (52X) A. | 217.9 | 195.5 | 1,332.2 | 1,284.2 |
| Time (52X) A. | 204.4 | 201.7 | 1,289.8 | 1,037.2 |
| TV Guide (52X) A. | 201.5 | 233.9 | 1,835.4 | 1,818.6 |
| Us Magazine (26X) | — | — | — | — |
| U.S. News & World Report (52X) A. | 131.3 | 144.3 | 826.4 | 808.7 |
| **Total Group** | **2,940.8** | **2,906.2** | **18,831.8** | **18,951.6** |
| % change | | **+ 1.2%** | | **– 0.8%** |

## — Foreign —

| | | | | |
|---|---|---|---|---|
| Good Housekeeping Foreign Editions: | | | | |
| Australia | 29.9 | 31.4 | 175.1 | 180.1 |
| Great Britain | 161.9 | 149.9 | 724.6 | 697.8 |
| Japan | 74.0 | 77.0 | 318.3 | 400.1 |
| Geomundo: | | | | |
| Central America | 4.0 | 8.5 | 27.5 | 30.3 |
| Chile | 5.0 | 7.5 | 30.5 | 28.3 |
| Colombia | 7.0 | 13.5 | 47.0 | 45.5 |
| Ecuador | 5.0 | 5.0 | 23.0 | 19.0 |
| Mexico | 5.0 | 10.0 | 35.0 | 37.8 |
| Peru | 4.0 | 6.5 | 29.5 | 28.3 |
| Puerto Rico | 2.0 | 2.5 | 21.0 | 16.3 |
| Venezuela | 7.0 | 12.5 | 49.5 | 57.8 |
| Hombre De Mundo: | | | | |
| Central America | 3.0 | 5.0 | 20.0 | 28.0 |
| Chile | 4.0 | 4.0 | 24.0 | 31.0 |
| Colombia | 8.0 | 11.0 | 34.0 | 43.0 |
| Ecuador | 3.0 | 1.0 | 22.5 | 23.0 |
| Mexico | 15.0 | 17.5 | 54.5 | 61.0 |
| Peru | 3.0 | 3.0 | 17.0 | 25.0 |
| Puerto Rico | 11.0 | 7.0 | 29.0 | 38.0 |
| Venezuela | 17.5 | 20.5 | 85.0 | 81.0 |
| Ideas Para Su Hogar: | | | | |
| Central America | — | — | — | 1.5 |
| Chile | — | — | — | 1.0 |
| Colombia | 23.5 | 25.5 | 76.0 | 85.5 |
| Ecuador | 7.0 | 10.0 | 26.0 | 31.5 |
| Mexico | 10.7 | 11.3 | 43.8 | 45.3 |
| Peru | 2.5 | 8.0 | 12.5 | 32.0 |
| Puerto Rico | 4.5 | 0.5 | 9.5 | 3.5 |
| Venezuela | 28.5 | 26.5 | 91.0 | 85.7 |
| Mecanica Popular: | | | | |
| Argentina | — | 6.8 | 15.0 | 35.7 |
| Central America | 9.2 | 15.0 | 59.0 | 79.2 |
| Chile | 3.3 | 7.8 | 21.2 | 36.0 |
| Colombia | 18.5 | 20.0 | 74.3 | 80.0 |
| Mexico | 17.3 | 14.8 | 74.3 | 63.5 |
| Peru | 9.8 | 22.7 | 69.0 | 100.0 |
| Puerto Rico | 7.5 | 15.7 | 60.0 | 87.3 |
| Venezuela | 11.8 | 19.7 | 69.8 | 91.0 |
| The Ring en Espanol: | | | | |
| Mexico | 4.7 | — | 12.7 | — |
| Puerto Rico | — | — | — | — |
| U.S. | 6.0 | 3.0 | 34.7 | 18.3 |
| Venezuela | 2.0 | 1.0 | 6.0 | 7.0 |
| Vanidades Continental: | | | | |
| Central America | 6.5 | 10.5 | 36.0 | 39.3 |
| Chile | 1.3 | 5.0 | 15.0 | 11.0 |
| Colombia | 61.0 | 65.7 | 352.5 | 301.0 |
| Business Week Int'l. (52X) | 133.9 | 124.8 | 719.2 | 731.6 |
| Cosmopolitan Foreign Editions: | | | | |
| Australia | 68.3 | 52.9 | 332.2 | 319.5 |
| Brazil | 62.0 | 37.4 | 229.9 | 196.4 |
| France | 129.0 | 158.5 | 657.1 | 892.7 |
| Germany | 102.8 | 95.5 | 586.7 | 548.5 |
| Great Britain | 136.0 | 140.0 | 655.8 | 645.3 |
| Greece | 68.0 | 70.0 | 397.4 | 341.0 |
| Holland | 110.0 | 70.0 | 413.3 | 307.0 |
| Italy | 46.3 | 52.0 | 322.4 | 311.7 |
| Japan | 53.3 | 37.3 | 213.9 | 180.0 |
| Cosmopolitan en Espanol: | | | | |
| Central America | 2.3 | 3.0 | 6.3 | 7.0 |
| Colombia | 14.0 | 18.2 | 63.0 | 55.2 |
| Ecuador | 1.0 | 1.0 | 2.0 | 3.0 |
| Mexico | 55.7 | 45.3 | 246.5 | 234.5 |
| Peru | 5.0 | 5.0 | 16.0 | 12.0 |
| Puerto Rico | 25.5 | 29.8 | 130.3 | 174.7 |
| U.S. (Spanish language) | 14.3 | 18.2 | 95.5 | 105.7 |
| Venezuela | 28.5 | 23.5 | 136.7 | 90.5 |
| International Communications: | | | | |
| The Middle East | 21.4 | 20.4 | 90.3 | 103.9 |
| International Management: | | | | |
| Africa | 6.7 | 9.5 | 51.7 | 70.5 |
| Europe | 46.5 | 44.0 | 270.2 | 225.3 |
| Latin America | 3.5 | 9.5 | 32.7 | 45.8 |
| Middle East | 8.5 | 12.0 | 92.7 | 69.8 |
| Pacific | 11.2 | 11.5 | 82.0 | 73.3 |
| Johnston International: | | | | |
| Alam Attijarat | 49.8 | 77.8 | 280.3 | 328.8 |
| Modern Africa (6X) | 13.2 | 27.8 | 36.8 | 60.5 |
| Modern Asia (11X) | 24.7 | 27.3 | 169.9 | 146.8 |
| Newsweek International A.: | | | | |
| Atlantic (52X) | 95.9 | 80.4 | 478.2 | 505.5 |
| Latin America (52X) | 28.5 | 12.9 | 142.5 | 135.5 |
| Pacific (52X) | 79.1 | 62.6 | 347.5 | 379.6 |
| Progreso (9X) | 19.5 | 6.8 | 55.1 | 24.9 |
| Reader's Digest: | | | | |
| Arabic | 6.5 | 10.0 | 51.5 | 58.0 |
| Asian | 249.5 | 59.0 | 1,151.5 | 905.0 |
| Australian | 48.8 | 103.3 | 310.4 | 462.0 |
| Belgian-Flemish | 123.0 | 215.0 | 518.5 | 556.0 |
| Belgian-French | 64.0 | 128.5 | 347.5 | 371.0 |
| British | 46.5 | 50.5 | 274.9 | 322.1 |
| Chinese | 196.5 | 65.2 | 743.0 | 553.2 |
| Danish | 35.8 | 28.8 | 201.0 | 201.0 |
| Dutch | 58.3 | 39.0 | 272.4 | 240.8 |
| Finnish | 92.3 | 64.0 | 289.4 | 272.5 |
| French | 53.3 | 55.0 | 303.6 | 307.1 |
| German | 51.9 | 61.8 | 402.1 | 446.2 |
| Iberian | — | 20.5 | 31.0 | 102.5 |
| Indian-English | 109.5 | 59.5 | 614.5 | 456.0 |
| Indian-Hindi | 28.0 | 4.0 | 76.5 | 27.5 |
| Italian | 42.0 | 33.0 | 230.5 | 237.5 |
| Japanese | 49.3 | 63.4 | 274.0 | 257.8 |
| Korean | 23.3 | 22.0 | 144.4 | 155.0 |
| Latin American: | | | | |
| Argentina | 16.0 | 16.5 | 101.0 | 93.0 |
| Brazil | 5.0 | 3.0 | 24.0 | 16.0 |
| Central American | 8.0 | 11.0 | 45.0 | 49.5 |
| Chile | 12.0 | 15.5 | 50.5 | 70.5 |
| Colombia | 34.0 | 33.5 | 147.0 | 151.0 |
| Ecuador | 10.0 | 8.0 | 46.0 | 42.5 |
| Peru | 8.0 | 10.0 | 49.5 | 47.0 |
| Puerto Rico | 3.0 | 3.0 | 26.0 | 29.0 |
| U.P.B. | 6.0 | 7.0 | 39.5 | 37.0 |
| U.S. Spanish | 10.5 | 9.5 | 53.5 | 53.0 |
| Venezuela | 8.0 | 11.0 | 59.5 | 58.0 |
| New Zealand | 63.0 | 103.5 | 299.0 | 471.0 |
| Norwegian | 19.0 | 35.5 | 120.5 | 217.6 |
| South African | 103.0 | 104.5 | 542.0 | 522.8 |
| Swedish | 25.0 | 7.0 | 89.5 | 77.5 |
| Swiss-French | 27.3 | 34.5 | 152.3 | 174.1 |
| Swiss-German | 36.9 | 44.8 | 211.4 | 224.6 |
| Time International: | | | | |
| Time-Asia | 93.6 | 89.2 | 469.3 | 511.1 |
| Time-Atlantic | 99.8 | 106.5 | 553.4 | 600.0 |
| Time-Canada | 136.6 | 161.8 | 961.2 | 1,056.0 |
| Time-Latin America | 55.7 | 47.9 | 229.2 | 244.3 |
| Time-South Pacific | 122.9 | 126.4 | 623.2 | 602.5 |
| Visao (52X) | 95.7 | 157.8 | 652.4 | 838.6 |
| Vision/Latin America (26X) A. | 37.5 | 33.4 | 141.6 | 152.3 |
| **Total Group** | **4,384.3** | **4,331.0** | **22,202.2** | **22,703.0** |
| % change | | **+ 12.3%** | | **– 2.2%** |

## *William Taylor shop changing its name*

BELLEVUE, WASH.—William Taylor Agency has changed its name to the Taylor Group in an effort to expand its services to include public relations and marketing consulting. The $1.3 million agency, which specializes in industrial and high-technology accounts, remains at the same address.

# Live Aid figures on second superconcert

By JAMES P. FORKAN

For Live Aid, the message was tune in, turn on and send money for African famine relief. In the end, the money pledged by viewers emerged as more important to the organizers than the ratings.

Still, the initial audience numbers for what MTV: Music Television promoted as "the biggest concert benefit in the history of the world" were large enough to warrant Band Aid founder Bob Geldof's proposing a Live Aid II for 1986 and USA for Africa's preparing a "We Are the World" event for later this year.

It took two decades to top Woodstock, but organizers of USA for Africa and Band Aid, which kicked off the music fund-raising concept, do not plan to wait that long to try surpassing Live Aid, which raised more than $70 million for African famine relief.

A second Live Aid is being touted for next spring, probably preceded by a home video special and an album from the first concert. And USA for Africa may stage its first live concert in August or September. The latter also is reportedly seeking tie-ins with such advertisers as Burger King Corp, Miami, although company officials said nothing is definite.

ABC's three-hour Live Aid prime time "superconcert" on July 13, which grossed about $5 million in ad sales, averaged a 28 share in the 10 A.C. Nielsen Co. overnight markets, led by the 40 share posted in Philadelphia, host city for the U.S. part of the 17-hour event. Once the national Nielsens were in, however, the biggest rock event since 1969's Woodstock seemed to lose some of its ratings luster, having dropped to a 23 share—despite the presence of rock superstars Mick Jagger, Tina Turner, Hall & Oates and Bob Dylan, and all the media publicity (including the Big 3 tv networks' newscasts).

Although some people may have been turned off by the hype, several tv sources think the likeliest reason for the low ABC numbers was that millions of young viewers opted for MTV's cablecast. ABC spokesmen maintained that its prime time results—strong enough to give ABC a narrow win for July 13—were "in the ballpark" with pre-event projections, which took into account that its coverage would be opposite MTV's and would be preceded by all-day syndication/MTV/radio coverage.

More than 40 million persons watched all or part of its Live Aid telecast, ABC researchers estimated, noting ABC's strongest shares, in the 24-to-25 range, came in the last hour. A demographic profile of viewers won't be available from Nielsen for several weeks.

Nonetheless, one agency executive complained the ABC rating was disappointing, especially given ABC's $125,000-a-30 Live Aid price (at least for those buying before Coke's exit). Some admen had been expecting shares closer to the 27-to-30 neighborhood—and that might have been attainable had the promoters staged the event on a weeknight. Said Paul Schulman, president, Paul Schulman Co. subsidiary of Gardner Advertising, a big chunk of that concert's target audience was out that night, rather than home watching tv. Any sequels, he felt, should be scheduled for a weeknight, *e.g.*, opposite baseball.

A fuller picture will emerge on Orbis' 105-station ad hoc network when the July sweeps books are published. WNEW-TV, New York, averaged a strong 7.3 Nielsen rating/26 share for its all-day Orbis-syndicated coverage, which ended at 6 p.m., and KTLA, Los Angeles, enjoyed a 9.0/25.

Although MTV officials stuck to their policy favoring the release of quarterly ratings reports over program-by-program data, Advertising Age learned that MTV's prime time coverage averaged an 11.6 Nielsen rating/20 share in MTV households (3.7/6 in total households). For its entire 17-hour coverage, MTV scored a 9.3/21 within its own universe, a 3.0 rating/7 share nationally.

On the sponsor side, the biggest Live Aid battle was between Coca-Cola Co. and Pepsi-Cola Co. (AA, July 1, *et seq.*). Only days before the event, Coca-Cola quit the ABC-TV sponsor roster for fear that archrival Pepsi, as one of four on-site corporate event sponsors, might upstage it (AA, July 15). Coke executives undoubtedly got some satisfaction out of the fact that only Coke was sold at the Philadelphia site, though Pepsi may have scored some subliminal points from the on-stage and on-screen presence of Tina Turner and Lionel Richie (both under tour/endorsement contract to Pepsi). And cups with Pepsi's logo were visible atop the piano during one rock star's performance.

Given Coca-Cola's pullout, John Otter, senior vp-director, national broadcast, McCann-Erickson, declined comment on Live Aid's ratings. When asked if Coca-Cola might be interested in Live Aid II or the USA for Africa event, Mr. Otter said only that "we haven't gotten any proposals or offers so far" from the promoters.#

# Perky pages promote Sears

By LAURIE FREEMAN

Chicago—Sears, Roebuck & Co. is presenting a bold, almost sassy image to readers of August issues of women's magazines: A four-page ad that emphasizes bright colors and brand-name merchandise.

In the center spread of the ad, three models leap into the air to celebrate Sears' "Bold Spirit" collection.

The first page of the ad spotlights New York-based Armitron Corp.'s Awatch, and the last page features Sears' Cheryl Tiegs clothing line.

The nation's largest retailer is running the ad in *Cosmopolitan*, *Glamour*, *Mademoiselle* and *Redbook*. A similar eight-page spread, also using trendy graphics and highlighting Sears' junior line, will appear in August issues of *Seventeen*, Sears said.

Needham Harper Worldwide, Chicago, created the print advertising effort by Sears.

Although the ads contain the company's familiar tag line, "There's more for your life at Sears," their bold style represents something of a departure for the retailer. The ads also portray a Sears that has enhanced its basic product line with more brand-name merchandise.

"Sears is following through with advertising on a policy it initiated long ago—to get recognizable, brand-name items into its stores," said John Landschulz, retail analyst with Mesirow & Co., Chicago.

Mr. Landschulz said the "enhanced product mix strategy" Sears is using is similar to marketing plans developed by J.C. Penney Co., K mart Corp. and Montgomery Ward & Co.

"This combination—price and brand—is one of the biggest trends among all retailers. In this case, the use of brand-name advertising reinforces Sears' image—not only as a store that serves mid-America, but for people who are brand conscious as well. Sears needs to create the impression that their stores contain high-quality goods," Mr. Landschulz said.

The upgraded image campaign comes as Sears continues to implement its "Store of the Future" strategy for remodeling and improving store interiors and layouts. To date, about 111 stores have been reformatted, with another 126 units scheduled to be completed by yearend.

Sears also is testing a smaller-scale Store of the Future prototype, specifically designed for markets of 20,000 to 100,000 people. The first such store recently opened in Alma, Mich., focusing on major appliances, durable goods, electronics, paint and hardware. The store also has a catalog office.

"Sears recognized there was a need for customized, modified stores that were a distinctly different look from its metro stores," said Mr. Landschulz.#

# Coen

(Continued from Page 3)

dies, 12%. However, Mr. Coen said, based on first-quarter figures, he sees a "slowing down" in four or five secondary categories out of a total of seven that have traditionally shown strength. Of those secondary categories—cigarets, apparel, beer, pet foods, insurance, liquor and utilities and communications—only beer showed an increase in the three national media during the first quarter of '85, up 14%. Moreover, some of the new growth categories, such as computers, registered no increase at all in the first quarter.

"The utilities and communications categories topped out in the fourth quarter of 1984 and expenditures compare unfavorably with last year," said Mr. Coen. "In addition, the boom in the computer marketing spending appears over."

But Mr. Coen believes this plateauing of these new growth areas was an "unfortunate coincidence" that occurred in a post-Olympics year, in which gains would be modest by comparison anyway. If this topping out of those growth categories had happened last year, said Mr. Coen, it would have had "no impact." He said he was "confident" something would come along next year, but "nothing has now come along to replace utilities and computers."

Mr. Coen envisions the national advertising cutback affecting network tv most. He previously predicted a 5.5% growth for network tv revenues in 1985 (AA, Dec. 17), but has now trimmed that back to 3%. "I'm now not expecting anything but sharp declines in the third quarter, which will not be made up in the fourth quarter," he said. Fourth-quarter network tv increases would have to be in the range of 10% to 12% to offset a soft third quarter and achieve 5.5% for the year, he said.

Although network performance is "falling behind earlier expectations, spot tv revenue growth was significantly better than expected during the first half of this year," observed Mr. Coen, noting that network tv revenues were up 4% in the first five months of this year vs. year ago, while spot tv revenues were up 9%.

Mr. Coen cautioned, however, against looking too negatively even at lowered predictions for 1985. He noted the projected 8.3% growth in national advertising "is still higher than the rate of growth seen in most sectors of the U.S. economy."

As for local advertising, Mr. Coen is still sticking with earlier predictions of 10%-plus gains. "There's been a lot of unexpected strength in classified," he said, noting also that "local radio and tv advertising turned out to be far stronger in the opening months of this year than we had thought possible at the close of last year."

Mr. Coen sees non-U.S. advertising increasing 5.5% in 1985 to $65.9 billion, up from $62.5 billion in 1984. He predicted that some individual countries, however, would show greater growth.

As Europe frees itself from major restrictions on allowed tv commercial time, Mr. Coen observed that "Europe will surpass the U.S. in total spending."#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